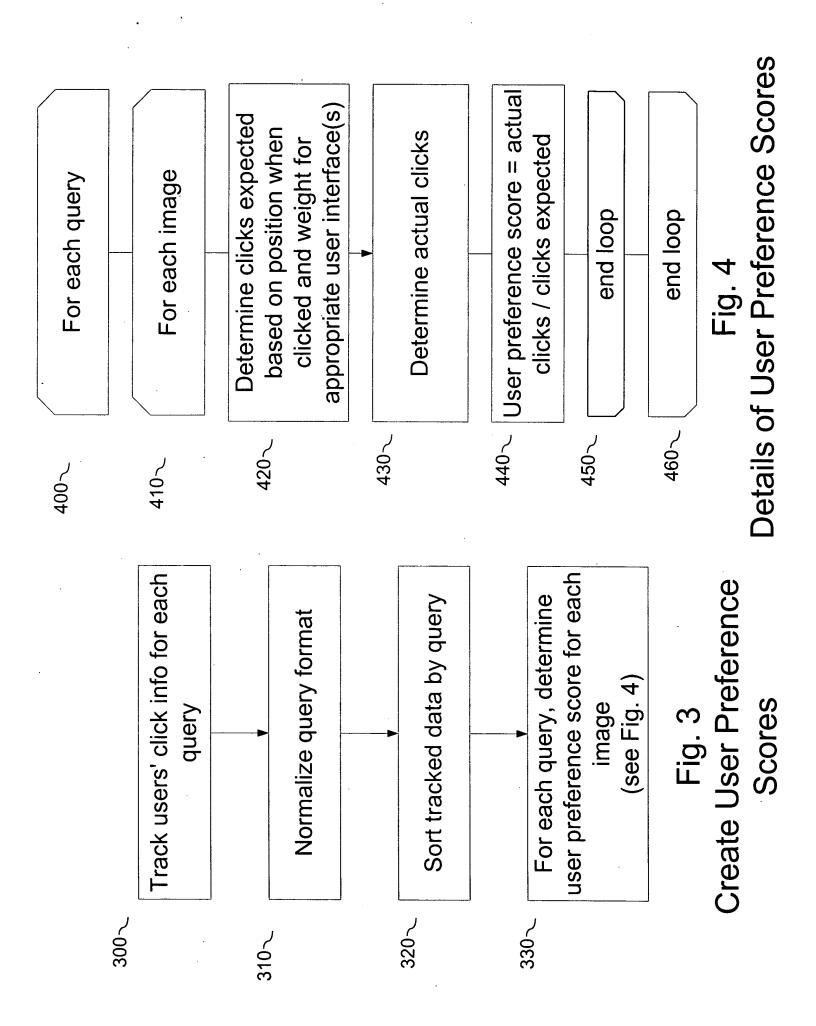


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Fig. 2

230



Fingerprint/ Position in ID of search image results				
Fingerprint/ ID of image				
User info				
Query				
Time click occurred				
2009				

Fig. 5 One Record in Click Info

Fig. 6a
Search result
Positions
(Not Query
Specific)

				,	
က	9	6	12	15	
2	5	8	-	14	
-	4	7	10	13	

First page

.0380	.0274	.0230	.0212	.0237
.0446	.0293	.0234	.0217	.0230
.0576	.0300	.0231	.0212	.0223

Fig. 6b Weights Table (Not

Query

Specific)

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First page

.0105	.0103	
	:	:
	:	:
	i.	

Fig. 6c Weights Table (Not

Query

Specific)

Second page

7007

	_		<u></u>	
Fig. 7	Example of User	reference	Scoring	

1	Query	Fingerprint/ ID of image	Position in result	Percentage of clicks expected
Į.	roadrunner	A	_	.0576
	roadrunner	æ.	5	.0293
	roadrunner	A	_	9290.
	roadrunner	V	_	9290.
	roadrunner	0	15	.0237
	roadrunner	0	15	.0237
	roadrunner	A	2	.0446

Fig. 8 800 Example of User Preference Scoring (continued)

Score (actual/ expected)	10.51	4.88	12.06
Actual	4	1	2
Clicks expected	.38045	.2051	.1659
Image	Α	В	C